

Message Text

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AMEMBASSY ANKARA

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E.O. 11652: N/A

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SUBJ: TRADE COMPLAINT OF ISTANBUL NEWSPAPER MILLIYET

REF: A. ISTANBUL 1093; B. USDOC 10001

SUMMARY: SINCE RECEIPT INFORMATION PROVIDED REF B CONGEN OFFICIALS IN ALMOST DAILY CONTACT WITH US SUPPLIER'S REPRESENTATIVE. HOWEVER, TO DATE NONE OF THE MATERIALS SHIPPED BY COMPUGRAPHIC HAS BEEN DELIVERED TO MILLIYET NEWSPAPER DESPITE PROMISES DURING PAST THREE WEEKS BY LOCAL REP THAT CUSTOMS CLEARANCE IMMINENT. WE IN REGRETTABLE POSITION NOT BEING ABLE TO BELIEVE INFORMATION PROVIDED BY COMPUGRAPHIC'S LOCAL REPRESENTATIVE AND RECOMMEND THAT USDOC CONTACT SENIOR COMPUGRAPHIC OFFICIAL TO ADVISE CURRENT SITUATION INCLUDING CONTINUED UNHAPPINESS OF TOP MILLIYET OFFICIALS THAT COMPUGRAPHIC EQUIPMENT NOT YET OPERATING AND TO URGE THAT EVERYTHING POSSIBLE BE DONE TO EXPEDITE DELIVERY OF REMAINING EQUIPMENT. END SUMMARY.

1. ON JULY 24 CONGEN OFFICIAL AND USIS REPRESENTATIVE CALLED ON MILLIYET GENERAL MANGER DEMIRKOL TO EXPRESS AMBASSADOR'S CONTINUING INTEREST IN HELPING MILLIYET AND TO INFORM DEMIRKOL OF PROPOSED DELIVERY SCHEDULE OF FONT STRIPS (REF B). DEMIRKOL EXPRESSED APPRECIATION FOR INFORMATION AND FOR AMBASSADOR'S INTEREST BUT HOPED THAT IN VIEW OF PROBLEMS ALREADY ENCOUNTERED, DELIVERY COULD BE ACCELERATED. ON JULY 25 CONGEN OFFICER MET WITH LOCAL REPRESENTATIVE OF COMPUGRAPHIC TO IMPRESS ON HIM URGENT NEED TO DELIVER REMAINING MISSING PARTS AND TO ADVISE HIM OF AMBASSADOR'S WISH THAT EVERYTHING POSSIBLE BE DONE TO HELP MILLIYET AND TO PRESERVE US COMMERCIAL IM-

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AGE.

2. AT A MEETING ON JULY 31 WITH COMPUGRAPHIC'S EUROPEAN GENERAL MANAGER G. B. MIELLET WHO VISITING TURKEY (AND DID NOT CALL ON MILLIYET OFFICIALS DESPITE COMMITMENT TO CONGEN OFFICER THAT HE WOULD) AND LOCAL REPRESENTATIVE AGREEMENT WAS REACHED THAT IF COMPUGRAPHIC UNABLE SUPPLY FONT STRIPS SO THAT MILLIYET COULD BEGIN OPERATION BY AUGUST 20 THESE WOULD BE SUPPLIED FROM FONT STRIPS TO BE USED IN COMPUGRAPHIC'S DISPLAY AT IZMIR INTERNATIONAL TRADE FAIR SCHEDULED TO OPEN AUGUST 20. ON AUGUST 3 WE LEARNED FROM LOCAL REP THAT FIRST SET OF FONT STRIPS (PRESUMABLY THOSE SHIPPED JULY 20) HAD ARRIVED AND THAT CUSTOMS CLEARANCE HAD BEEN INITIATED. DURING WEEK OF AUGUST 6 SEVERAL PHONE CALLS AND A MEETING AT CONGEN TOOK PLACE. WE WERE INFORMED THAT ADDITIONAL FONT STRIPS AND A HIGH RANGE ADAPTER LENS HAD ARRIVED AND THAT NECESSARY CUSTOMS CLEARANCE PROCEDURES HAD BEEN INITIATED. ON AUGUST 9 USIS REPRESENTATIVE TELEPHONED MILLIYET PUBLISHER TO INFORM HIM OF THE CURRENT STATUS OF DELIVERY SCHEDULE AND TO REGISTER AGAIN AMBASSADOR MACOMBER'S CONTINUED INTEREST ASSISTING MILLIYET WITH THIS PROBLEM. THROUGHOUT WEEK AUGUST 13 LOCAL REP PROMISED DELIVERY IN NEXT DAY OR TWO OF MATERIAL IN CUSTOMS.

3. APPOINTMENT ARRANGED ON AUGUST 20 BY CONGEN OFFICER WITH LOCAL REPRESENTATIVE AND MILLIYET OWNER (WHO HAD INITIALLY RAISED PROBLEM WITH AMBASSADOR MACOMBER). LOCAL REP PROMISED DELIVERY OF MATERIAL IN CUSTOMS NO LATER THAN 22 AUGUST AND ASSURED MILLIYET OWNER THAT COMPUGRAPHIC EQUIPMENT WOULD BE FULLY OPERATIONAL WITHIN TWO WEEKS, EXCEPT FOR DELIVERY OF FINAL SET OF FONT STRIPS WHICH NOW SCHEDULED LATE SEPTEMBER OR EARLY OCTOBER. CONGEN OFFICER TOOK OPPORTUNITY THIS MEETING TO REAFFIRM AMBASSADOR'S CONTINUED INTEREST AND RECOUNTED EFFORTS UNDERTAKEN TO ASSIST IN DELIVERY OF EQUIPMENT. AS OF AUGUST 23 COMPUGRAPHIC EQUIPMENT IN TURKISH CUSTOMS STILL NOT CLEARED BY LOCAL AGENT DESPITE ASSURANCES THAT THIS OCCURRING MOMENTARILY.

4. MILLIYET DESPERATE TO GET TYPOGRAPHIC MACHINERY IN OPERATION AS IT CAUSING SEVERE LABOR PROBLEMS. MOREOVER, MILLIYET MOST ANXIOUS TO UTILIZE NEW TYPOGRAPHIC FACILITIES FOR COVERAGE OF FIRST NATIONAL ELECTION IN FIVE YEARS WHICH NOW GETTING IN FULL SWING AND FOR COVERAGE OF TURKEY'S 50TH ANNIVERSARY CELEBRATION. ADDITIONAL IRRITANT IS THAT MAJOR COMPETITOR NOW OPERATING COMPUGRAPHIC EQUIPMENT.

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MENT WHICH HAD BEEN ORDERED MUCH LATER THAN THE MILLIYET PURCHASE.

5. IN VIEW OF THE ABOVE AND FACT THAT MILLIYET LETTER OF CREDIT EXECUTED ALMOST A YEAR AGO AND BULK OF EQUIPMENT DELIVERED ALMOST FIVE MONTHS AGO, WE RECOMMEND THAT USDOC DISCUSS MATTER WITH COMPUGRAPHIC INTERNATIONAL VICE PRESIDENT JAN VAN DER PLOEG TO APPRAISE HIM OF CURRENT SITUATION AND TO URGE THAT EVERYTHING POSSIBLE BE DONE TO COMPLETE DELIVERIES OF MILLIYET EQUIPMENT. WE

UNDERSTAND THAT MILLIYET HAS RECENTLY ORDERED UNIVERSAL MACHINE
TO SUPPLEMENT EQUIPMENT ALREADY PURCHASED. IN OUR JUDGMENT URGENT
SHIPMENT THIS PIECE EQUIPMENT WILL GO LONG WAY TO REFURBISHING
COMPUGRAPHIC IMAGE AS WELL AS US COMMERCIAL IMAGE IN TURKEY.
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